

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. F. ROWELL & CO., PUBLISHERS, 10 SPRUCE ST., NEW YORK.

VOL. IV.

NEW YORK, MARCH 25, 1891.

NO. 12.

After a long fight, International

Copyright has won.

Its success is a timely and brilliant illustration of the truth of

"THE PHILADELPHIA IDEA" (which is not copyrighted)

**Keeping
EVERLASTINGLY AT IT
Brings Success**

This encouraging truth applies to almost all legitimate effort, but
to nothing with greater force than

Newspaper Advertising.

We are still keeping at it; and the accumulated capital, experience
and facilities of twenty-two years are at the service of
Newspaper Advertisers.

N. W. AYER & SON,
Newspaper Advertising Agents,
PHILADELPHIA.

1000 LINES

**1/4 C. Per Line
Per Paper.**

56%
are the
ONLY
Papers
published in
their
respective
towns.

The price for short-time advertising in the **Atlantic Coast Lists** of 1400 Local Papers is half a cent per line per paper; and the advertising is certainly worth the price.

To such advertisers as will contract to use 1000 lines within one year (not over 300 lines to be used any one week) we will make the price one-quarter of a cent per line per paper.

\$3500

Will insert the 1000 lines in the 1400 Papers.

If electrotypes are used, but one is necessary.

Files of the papers can be examined at our office.

Catalogues sent upon application.

ATLANTIC COAST LISTS,

134 LEONARD ST., NEW YORK.

It affords us pleasure to express to you our
entire satisfaction with results obtained through
advertising in your Lists. Yours very resp^{ly},

DR. KILMER & CO.

BINGHAMTON, N. Y., Dec. 18, 1890.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE, MARCH 27, 1890.

Vol. IV.

NEW YORK, MARCH 25, 1891.

No. 12.

ADVERTISING BY MANUFACTURERS AND WHOLESALERS.

NO I.

By Allston C. Ladd.

Can the business man who is desirous of selling but a few customers advertise profitably?

If he is seeking trade from those who are naturally in the way of seeking his advertisement, I believe he can. There never was an advertisement printed in a regular publication that did not meet the eye of some utterly disinterested person, and one who was not a possible customer. Of the hundred thousand persons who may read a daily paper in which there is a clothing advertisement, not ten thousand may have knowledge that such an advertisement exists. Of that ten thousand possibly one thousand may become aware, while perusing the paper, that it is an advertisement of clothing, but of the one thousand possibly not five hundred will be sufficiently interested in clothing at that time to more than glance at it. Of the five hundred possibly but three hundred will read the advertisement with sufficient care to ever give it a second thought. Of this latter number possibly not more than one hundred will be led by the advertisement to the store, and of those who do call possibly two-thirds will make no purchases of clothing. But if only so small a portion as one-thirtieth of one per cent of the readers of the paper can be induced to become purchasers, the advertiser has certainly made a very satisfactory profit upon his outlay for advertising.

Now that is premising the sale of clothing—the advertising, I will suppose, having been of overcoats—in which each sale nets dollars of profit. If the article advertised be of smaller value, and still of general need, the number of sales will be larger, offset-

ting the diminished single profit. But in any event there must of necessity be a large number of readers unproductive of profit to the advertiser whenever a regular publication is employed.

In the publications devoted to the interests of the iron trades will be found the advertisements of bridge builders. Call upon your hardware dealer and ask him to show you his trade paper. (If he does not take a trade paper quit trading with him. He is the kind of dealer who sells a gimlet with every package of screws.) In the paper find the advertisement of the bridge builders and ask him if he has any of their goods in stock. He will laugh at you—if he is good natured. And yet that firm of bridge builders is advertising regularly in the paper that your hardware man subscribes for, and to whom they never have and never will sell a bridge. And they are paying for thousands of circulation to other hardware and kindred dealers. Why do they do it? Because it is profitable. Because, possibly, once a month they get an inquiry regarding bridges which may result, after the laborious preparation of plans, heavy expense for traveling, and the personal solicitation of high priced representatives, in making two or three sales a year of their complex and completed structures. They advertise in the iron trades publications simply that they may be on hand—at home and ready for business—whenever any one wants their kind of goods.

A frequent remark by the manufacturer who makes for the jobbing trade in any line of manufacture, when the subject of advertising is under discussion, is that he cannot afford to advertise *because he sells only to jobbers*. By “afford” he means make it profitable; for, if after being shown that he can make it profitable, he then cannot afford to advertise, he certainly is not “in it,” and the business is not in him.

Suppose I parallel his case with a simple illustration.

Jones sells furnishing goods. Brown & Co. also sell furnishing goods, but in addition are clothing dealers. Now Jones' advertisement seeks the trade of only those who want furnishing goods; he cares nothing for the man in need of a coat. But Brown & Co. endeavor to attract the man whether he wants clothing or furnishing goods. Is it business sense for Jones to decline to advertise in his local paper because Brown & Co's dual stock enables them to cater to more of the customer's wants than does his, and consequently to name in their advertisement goods that he does not keep?

But the comparison is not exact, inasmuch as the manufacturer in question has an advantage that Jones does not. The single sale of furnishing goods in Jones' and Brown & Co's stores will be approximately the same in quantity and value, whereas the manufacturer's sale to a jobber will be very much larger in quantity, total value and income on the transaction than a single sale made to the average retailer. The manufacturer's statement that he cannot afford it is based upon the error of supposing that if all of the readers of a publication are not his possible customers he is paying a high price for his advertising by reason of his advertisement appearing in the entire edition. He makes no allowance for the fact that a sale to a jobber is very much larger than is usually a sale to a retailer, and that practically it makes no difference to him what the comparative sales to the two classes are, or whether a manufacturer selling directly to the retailer can make ten sales to his one, and has the opportunity, in the trade paper, of meeting twenty retailers' eyes to his one of a jobber. His business is selling jobbers, and unless he changes his trade his interest is in finding jobbers who will buy his goods and not retailers. If he could have a medium that circulated only among jobbers he would probably have to pay a rate that would neutralize his saving of dead circulation.

Who, unacquainted with the two cities, will not be surprised to learn that the population of Cleveland is nearly as much as the population of Cincinnati? The exact figures are: Cincinnati, 269,309; Cleveland, 261,546.

STRAY SHOTS.

By Artemas Ward.

Before the war, Cotton was king. During the war, the cry was raised that Corn was king; but of all the trades of all the earth (excluding such uncivilized sections as know no printing press and therefore go naked and deal in ivory tusks), Advertising is king. More money is spent annually in advertising than is invested in the cotton crop or the corn crop. Everybody in every commercial line advertises to some extent, even if it be limited to the putting out of the sign over the door and distributing a thousand cards during the year, containing the name, address and business. When everybody spends something, many spend thousands, and not a few hundreds of thousands, the total aggregate is immense.

* * * * *

But the waste is immense, as well as the outlay. The lack of information, the absence of system are appalling. When, in the necessary dependence of ignorance, the merchant or manufacturer employs a managing advertiser, he often fills his post with all the independence bred of an extreme and ignorant conceit. The employer can teach nothing, the employee can learn nothing—what result shall we expect? Yet to the man who will hold his mind in an humble and receptive condition, every hour should bring new opportunities for consideration and study in this interesting work. The swarm of solicitors who come to the office rail are not drones in the commercial hives. Each one of them carries his bright ideas, personal peculiarities and interesting experiences.

* * * * *

The missionary who preaches the depravity of man, from a basis of his own purity, is a humbug, and when I cry out against the ignorance in the advertising field I lament my own. The field is too wide for any one mind. The nature of the business makes most of the valuable information secret, and the workers are so few and the harvest so large that a man who has even an inkling of the business manages to make a very good living without wearying himself by too much study or thought.

* * * * *

A few bright suggestions and a good suit of clothes, backed up by enough

assurance, will make a manager of advertising out of an individual whose only record is that he has distributed patent medicine literature or painted some gable walls, but who has no knowledge of grammar, or grace, or arithmetic, and whose ideas of statistics, or of the great social life of the world addressed by his advertising would be on a par with the rooster's idea of daylight who was born in a cellar and had never seen the sun.

* * * * *

I admire a good solicitor—who does not? The week has brought around a revelation of possibilities in the line of soliciting which is little short of marvelous. A medium sized man, with a large sized package about one foot square under his arm, desired a few moments to show the work which he had done on an advertising book covering the main industries of the United States.

* * * * *

Who is there among office men who does not turn from a book under such circumstances? Have not the busy editors, sixty per cent of whose salaries come out of the advertising department, done their best to make for all solicitors a reputation for being bores, making the representative of a book the greatest nuisance of the day? And if subscription books are poor things, are not books which include an advertising scheme the worst of all?

* * * * *

But when that bundle was opened it was like the pie that was set before the king, "four and twenty blackbirds all began to sing." Five hundred and fifty full letter sheets, unfolded, each forming a complete contract, and signed by some one of the leading business men of the country. Out of the five hundred and fifty, four hundred and fifty were individually worth over one million dollars each. The bundle represented one hundred and ten thousand seven hundred dollars (\$110,700) in contracts for a single book yet to be published!

* * * * *

Labor is king, and this king is a worker. He had taken a plain business idea and raised it by his effort and energy up to that dignity and position which everything assumes when it is the first of its kind. But although Mr. Thurber said "that pile of contracts was an object lesson worth five

thousand dollars to many a man," it was the individual and not the idea that deserved the credit. A manufacturer who had made three millions of money accepted the contract with a few lines saying, "An energetic man like you should not be refused anything that is reasonable." Better yet were the lines of Mr. Charles F. Clark, president of the Bradstreet Company, written, to be sure, before the work had been begun, but seemingly prophetic: "Successful enterprises are but the result of conservative administration." The success of this plan proves Mr. Clark's statement, for one deviation from his principle would have spoiled the entire work. He had undertaken to make a book, he said, "good enough for anybody and cheap enough for everybody." "Seest thou a man diligent in his business, he shall stand before kings."

HOW THEY STAND ON GUARANTEEING CIRCULATION.

By Horace Dumars.

The pioneer's lot is seldom a happy one, and that of making innovations upon the good old lines set down by publishers in our grandfathers' days is no exception to the rule. There is apparently no great yearning upon the part of some of the large publishers to deprive advertisers of the pleasure of purchasing unknown quantities, or to saddle upon their patrons the vexatious knowledge of what circulation they receive for their money. There is, however, a charming willingness to tell all about vast circulations until the time comes when actual figures must be given, and then a lamentable tendency to backslide is painfully discernible.

Believing that quite a number of publishers of generally circulated mediums would be interested in forming an association which would have for its purpose the guaranteeing of circulation claims made by any member, and in turn requiring each member to give to the association a sufficient bond to recompense the organization for any loss it might sustain from misrepresentation of a member, I commenced the work of interviewing a number of shining lights in the publishing business, but was not successful to any great degree. The idea presented to the various publishers was that elaborated upon in an article which appeared

in PRINTERS' INK on Dec. 24th over my signature.

One of the convenient excuses for not wishing to have their publications represented in an association that would guarantee circulation, was that certain publishers (Harper's or some other firm, which absolutely refuses to quote circulation) would not indorse such a movement, and therefore they could not. The publishers who begged to decline the invitation were not influenced in doing so from any fear of the showing they could make, for they each stand ready at all times to assure an advertiser that their medium has a greater circulation than their rivals', and in proof of their assertions they would not hesitate to open up the skylights to their buildings or would even allow large advertisers to examine their fire-escapes, and thus satisfy themselves that the publishers' claims were bona-fide, but of course it would not be business for them to go into an association that would reflect upon any publisher's word by suggesting that the advertiser might feel better satisfied as to the amount of circulation received, if the same were backed up by sufficient money to make misrepresentation in this respect an unprofitable transaction. There were, however, some exceptions to the above rule, and it was gratifying to find publishers or managers who actually court investigation regarding the claims made by them. Among the latter are Mr. Cyrus H. K. Curtis, of the *Ladies' Home Journal*; Mr. E. C. Vick, of the *Home-Maker*; Mr. F. M. Lupton, of the *People's Home Journal*; Mr. Wilson, of the *Weekly World*; and conditionally Mr. Walker, of the *Cosmopolitan*. The latter gentleman did not like the plan suggested, but stated that he was ready to join an association which would have for its object the examination of publishers' subscription books by a competent committee, and the making of a report from such an investigation for the use of advertisers. To this list of names, of course, must be added that of S. H. Moore, of the *Ladies' World*, at whose suggestion the attempt at organization was made.

In strong contrast with the evasive replies of many publishers was the prompt assurance from Mr. Curtis of his willingness to join the association, and although the matter was sprung upon him during a call at the *Ladies' World* office, he promptly volunteered

to come over from Philadelphia whenever it should be thought desirable to commence the work of organizing. Almost the next person spoken to was a prominent publisher unfavorable to the plan, and who gave as his reason for not wishing to join the association the fact that his paper is of a very high grade, and it would not do for him to associate himself with any but strictly gilt-edged publishers. The gentleman himself is about the only person who recognizes in his paper the high class he claims for it. His circulation will not compare with that of the *Ladies' World*, and much less the *Ladies' Home Journal*, and in point of standing he has never issued a number of his paper that will compare in cost or point of literary excellence with Mr. Curtis' publication, while as to quantity or quality of advertising his mediums will fall below either of those named, and in any of his issues are to be found advertisements that have been repeatedly refused by both of these publications as unsuitable to place before their readers. However, a poor excuse is better than none, or rather an easy way of getting around a proposition that it is not pleasant to confront, and the above is but a fair sample of the reasons given by various publishers why they should not actually guarantee their circulation.

It is not the intention of the writer to infer that all of the large publishers were interviewed upon joining the association, but enough were talked to to satisfy him that the work of forming such an organization will be very difficult though not impossible, for where there is such great need of an association having for its purpose the protection of both advertiser and those who are disposed to deal frankly in matters of circulation, a way will no doubt be found for establishing it. If but a dozen prominent publishers would band together and guarantee each others' claims and at the same time hold themselves ready to make good any shortage in amount of circulation promised by any member, they would find that their mediums would be held in higher value by advertisers than where nothing more than general promises are given by individuals.

To advertisers: There is that scattereth and yet increaseth, and there is that withholdeth more than is meet; but it tendeth to poverty.—*Solomon*.

ADVERTISING AS A PRACTICAL SCIENCE.

By Percie W. Hart.

Many a man has tried to conduct a business, requiring extensive advertising, on a limited capital and experience *nil*.

He will start in with the idea of caution and proceed very slowly at first; in fact, so slowly that his expenses exceed his returns. Then along comes a smart advertising solicitor, a good talker, one who probably represents the principal city paper or else is pushing some special publication. He induces the young business man to contract for advertising, probably by the promise of long time to pay for it in or else a free "write up."

Now, if something novel or striking in the way of matter were used (my idea in PRINTERS' INK of March 4th, for instance), this style of advertising might pay for itself (with a new article this would be almost unheard of); but alas! common, every-day newspaper types are used announcing that "it is the finest as well as the cheapest" and "only — cents," etc., so that the reader's eyes are not even arrested by the name of the article; and as a result, the cash returns would not pay for a ticket to Coney Island.

Now, either this young merchant's advertising comes to an abrupt end, or else he makes a wild plunge into any paper that will trust him for a while, and then the chances are that bye and bye his name is on the black list and his advertising credit ruined.

Advertising is assuredly a science. Then why cannot natural laws and rules be laid down to govern its application, as in logic, philosophy, etc.? Classify the different trades and businesses that would be benefited by advertising into one hundred different classes if necessary. Sub-divide these again into appropriate sections, and under each heading give a brief summary of the *modus operandi* that by experience has proved successful in the past.

You may say that conditions and methods are always changing, and I would make haste to add that I do not intend to undervalue for one moment the services of experienced advertising agents. If my baby was sick I would have a good doctor, but that

would not prevent me from studying up the disease myself. We may all live to see the day when professors of advertising occupy richly endowed chairs in our principal colleges, and the degree of Bach. Adv. be as eagerly sought and as much prized when obtained as that of the arts or sciences.

As an illustration of my theory, let us work out the following problem: Given, a young man with good business training, \$1,000 cash capital and a patent egg-beater. (This ought to be a pretty hard nut to crack.) We will say that his egg-beaters cost him 20 cents apiece (including boxes, freight, etc.), and that the retail price is 60 cents apiece.

This leaves a balance of 40 cents net profit. He must make \$1,000 per year to pay his office expenses and live. Well, then, to do this he must sell at least 2,500 beaters per year. Now, we will assume that all difficulties of manufacture, delivery and office routine have been overcome: there *only* remains the selling.

Now, who uses egg-beaters? Why, the 32,000,000 of American and the 3,000,000 Canadian women (not to mention the rest of the globe) might, could, would or should use them. How is our young man to reach these women? By advertising in papers that women more particularly read and by canvassers.

In regard to the first, experience would seem to dictate that he insert attractive and original advertisements in a few of the leading home and mothers' magazines or papers, rather than in many of the lesser or cheaper ones. Why? Because he wants to reach the greatest number of people (women) for his money, and, taking circulation as the factor, the "best" papers are almost invariably the cheapest. To secure canvassers and agents an attractive half-inch advertisement in a suitable list of "home-print" papers covering the greater part of the country could be inserted a few times a week for a year. This, I think, with some slight variations, would be the methods that an advertising agent would employ, and if carried out faithfully and persisted in there ought to be a reasonable hope of ultimate success.

It is hard to figure on probabilities, but at the end of his first year's business what would be the probable result? The article is at least known to

many and used by some; he ought to have a number of good agents at work for him, and in order to make enough to pay themselves for their time and trouble they ought to be making nearly as much for him. He has probably invested his whole capital in printers' ink, has a business which supports him and which by judicious branching out will increase and multiply as the years go by.

HONEST CIRCULATION REPORTS.

By Louis E. Fay.

I would like to see the question of honest circulation discussed to a greater extent in *PRINTERS' INK*, as it would benefit not only publishers who have the circulation they claim for their papers, but also all persons negotiating advertising. The Rowell book, so far as my knowledge goes, comes nearer giving a correct rating on papers with which I am acquainted than any others, and the publishers of that directory appear to try harder to get such ratings correct.

In many others the greatest latitude is given to "publisher's statements," and the directory man, under such a marking, gives figures which his good judgment knows to be two to five times too great. A few years ago the writer had access to the press room of a paper in an Illinois town of about fifteen thousand inhabitants. The actual circulation of that paper was four hundred copies each day, yet the directories had the paper rated from 1,500 up to 3,000 daily circulation.

Another instance which comes to my knowledge was that of an Iowa paper. A new boy had just been initiated into his duties, and the first thing the publisher did was to impress on his mind that the circulation of the paper was 2,000, with instructions to tell every one who asked those figures. Shortly after, during the noon hour, an advertising agent called at the office and found only the boy present and opened a conversation with him, in the course of which he asked how many copies the ——— was printing. "Mr. ——— said if any body asked to tell them we were printing two thousand, but" (getting confidential) "I counted them and there are only seven hundred and twenty-four." It is needless to say the editor lost the contract and the boy his position. Such honesty could not be permitted about that office.

HOW NEWSPAPER PICTURES ARE MADE.

The illustration of newspapers is a new branch of art. Ever since its beginning its apprentices have been trying to find out the simplest and most effective methods for the reproductions of drawings, in order that they might be made with the greatest possible quickness, engraved on metal with the utmost attainable celerity, and printed clearly and well at the rate of twenty thousand copies per hour. To such perfection have the processes for this purpose been brought, that the turning out of pictures all ready for the lighting presses is nowadays hardly more than a matter of a few minutes' time.

Most interesting of the processes employed in newspaper illustration, from the point of view of simplicity, is what may be termed the "chalk method." Take a thin bed of smooth chalk laid upon a metal surface, and draw upon it with a fine steel point any picture you may desire. The steel point will cut the lines of the picture out of the chalk to the metal, and thus you will have it in the shape of an intaglio. Make a stereotype from this intaglio, and you have your metal plate to print the picture from. Could anything be more simple?

DRAWING ON A BED OF CHALK.

Such is the idea of the chalk process. In applying it, instead of pure chalk various mixtures are used, such as plaster-of-paris, which is merely chalk in another shape, with a certain proportion of a white Carolina clay. The stuff, pulverized and stirred up with water, is spread over a rectangular sheet of polished steel, as you would spread a slice of bread with butter, to an even thickness of about one thirty-second of an inch. Now you are ready to begin operations as soon as you have baked the steel plate in an oven for a while, until the chalk layer has been rendered perfectly hard.

It will hardly do for you to attempt to draw your picture directly upon the chalk, lest you make mistakes. The best way is to make your sketch on a piece of paper, and then, laying it down upon the chalk surface, go over the lines with a pencil point, which will indent the paper and leave marks beneath upon the chalk. Lift the drawing and you find under it, in the chalk, its reproduction. Now you apply your steel point directly to the chalk, cutting

all the lines of the drawing down through the chalk to the surface of the steel plate. When you finish this operation the dark steel of the plate shows through the chalk in all the lines of the sketch. And these lines are perfectly clean and sharp, thanks to the keenness of the knife-like steel point employed. All you have to do for the rest is to pour molten lead over the chalk surface in a mould and let it get cold. The lines that are cut out of chalk will be reproduced in relief upon the lead, and thus you will have your metal engraving to print the newspaper picture from, mounting it for the purpose on an iron block, thick enough to make it level with the type.

ZINC ETCHING.

Though so advantageous for its simplicity, the chalk method is not so good for fine work in the way of sketches and portraits as the "zinc process," so called. The former, however, by reason of its cheapness, is most useful to provincial newspapers, which cannot afford the comparatively expensive photographic plant required by the latter. In the zinc process, to begin with, an ordinary photograph, reduced to the required size, is taken with a camera of the pen-and-ink sketch drawn on cardboard by the artist. Next a smooth plate of zinc is "flowed over" with an albumen solution that forms a sensitized skin on the surface; the glass negative of the picture is laid upon this zinc plate and the two are put together in the sunlight. What are to be the black lines of the printed drawings are, of course, white and transparent in the negative. The sunlight goes through wherever the negative is transparent, and has the effect of hardening the sensitized skin beneath, so that it clings tightly to the zinc. It requires only one minute to perform this operation. Now the zinc plate is taken and given a coating over the sensitized skin of lithographer's ink, rubbed on with a roller, after which the plate is washed. In all places where the sunlight has not struck the zinc, owing to the opacity of the glass negative, the sensitized skin readily washes off, together with the ink that covers it; elsewhere it clings. Thus, after the washing, the perfect drawing in ink remains upon the zinc plate. To make the ink lines harder the plate is brushed with powdered dragon's blood. Then it is plunged into a bath of acid, which eats away the zinc wherever it is not pro-

tected by the ink, so that when it is taken out the lines of the drawing are found all raised above the rest of the surface of the plate, like a map for the blind, and when mounted "type high" on a metal base, you have your "cut" ready to print from.

Such is the zinc process. "Processes" have infinitely multiplied within the last few years—so much so, in fact, that the student of engraving is aghast at contemplating their variety. At present, however, the zinc method seems to be the most available for journals of the period. At all events, it is employed by a majority of the big newspapers of the country.

A THIRD PROCESS,

considerably used for newspaper illustration, is that of photo-engraving, which somewhat resembles the zinc method. A glass plate, however, is used instead of a metal one. This glass plate is covered with a thin layer of sensitized gelatine, which is permitted to dry. Then the photographic glass negative of the drawing, made with the camera, just as in the other case, is laid over the gelatine, and the glass plate and negative, with the gelatine layer between them, are put in the sun for half an hour. The light hardens the gelatine, and makes it cling to the glass plate wherever it strikes through the negative, so that when the glass plate is subsequently put into water, all the rest of the gelatine comes off, leaving the drawing on the glass in gelatine lines. Moist plaster-of-paris is spread over the plate next and permitted to harden; when it is taken off it is a mould of the drawing. From this mould a plaster "relief" is made, and a reproduction of metal in this relief by stereotyping is the plate to print with.

These are the three methods by which newspapers produce the pictures which go so far to brighten up and help out the interest of the columns of the daily press.—*Washington Star*.

ALMOST all advertising pays that associates a man's name with his business in the public mind, but the percentage of profit is notably governed by the expertness exhibited. The more thought bestowed upon this indispensable auxiliary of trade, the surer is the success of the thinker. In all human history printers' ink has never been more potently productive of patronage than it is to-day.—*Troy Press*.

BOSH!

It requires persistence in advertising. A man never realizes the full benefits of advertising till he has placed the matter before the same people fifty or one hundred times. The first "ad." is good, but the one hundredth is worth more than five hundred times as much as the first. Some one has said that the first time a man sees an advertisement he does not see it. The second time he does not notice it. The third time he is dimly conscious of it. The fourth time he dimly remembers something of the kind before. The fifth time he half reads it. The sixth time he turns up his nose at it. The seventh time he throws the paper down impatiently. The eighth time he ejaculates, "There's the confounded thing again!" The ninth time he wonders if there's anything in it. The tenth time he thinks it might suit somebody else's case. The eleventh time he thinks he will ask his neighbor if he tried it or knows anything about it. The twelfth time he wonders if the advertiser can make it pay. The thirteenth time he rather thinks it must be a good thing. The fourteenth time he happens to think it is just what he wanted. The fifteenth time he for a long time resolves to try it as soon as he can afford it. The sixteenth time he examines the address carefully, and makes a memorandum of it. The seventeenth time he is tantalized to think he is hardly able to pay for it. The eighteenth time he sees painfully how much he is in need of that particular article. The nineteenth time he counts his money to see how much he would have left if he bought it. The twentieth time he rushes frantically forth and buys it.

The above is the sort of matter that newspapers sometimes like to use to fill their columns with. The publisher does not believe it. No one else believes it.

THE RECOGNIZED AUTHORITY.

NEW YORK, March 12, 1891.

Editor of PRINTERS' INK:

Statements of circulation made by publishers to advertisers are generally regarded as too high, and even when accompanied with the familiar printed affidavit or proof sheets of the subscription list, unsupported by more satisfactory evidence, fail to be convincing. There are exceptions, but the rule stands.

The American Newspaper Directory, with its record of twenty-two years, is the undisputed text-book, for newspaper information, of all general advertisers and the large majority of newspaper publishers. No one doubts the care and pains taken to secure in it correct statements and the proper circulation rating for each newspaper. There is but one similar publication, and it has considerable merit; but the fact that its average and aggregate circulations far exceed those of the American Newspaper Directory (and these are still regarded as too high) fails to secure for it the confidence, authority or general value accorded to the original book which has so long been the acknowledged standard.

The premises above taken being correct, and I assume that no one of experience will dispute them, the conclusion logically follows: that a correct rating in the American Newspaper Directory is of prime importance to every publisher, and as we read in the preface of that book how easily each publisher may secure that rating, it must, I think,

either be from carelessness on the publisher's part, or from a desire to overstate his actual issue, that he fails to obtain the three stars (***) in the book which testify to the advertising public that the rating so given is entitled upon the best authority to be considered a true one.

It is an every-day occurrence for publishers, or their special agents in soliciting business, to be confronted by the story of the paper as told in the Directory. They may deny its accuracy, but in doing so the advertiser reasons, "Why does he not give to the Directory editor the proofs that will obtain for him in its pages the ratings to which he claims he is entitled?" It is well known that no proof is required beyond an unequivocal statement signed and dated by a man who knows the facts.

An experience of over twenty years with many advertisers and numerous publishers convinces your correspondent that publishers should give more attention to this matter, and he commends what is said upon the subject in the very interesting article by Mr. J. F. Place which appeared in your issue of March 11th. Mr. Place is well qualified to write understandingly, because he was many years a newspaper publisher and for many years thereafter has been and still is engaged in placing a large amount of general advertising. The following statement made by him is worthy of repetition here:

"As to circulation, any information the publisher will be likely to give as his own will be to the advertiser simply a matter of curiosity. Whatever it may be it will be doubted; the stronger the affidavit and 'guarantee' the greater the doubt. Rowell's American Newspaper Directory ratings will be accepted in spite of the publisher's earnest protestations."

WANTS.

Advertisements under this head 50 cents a line

A RATTLING ADVERTISING MAN wanted by the CLEVELAND WORLD.

NAMES and addresses wanted of good men to sell Fruit and Ornamental Stock. E. B. RICHARDSON & Co., Nurserymen, Geneva, N.Y.

CANVASSERS wanted to secure subscriptions for PRINTERS' INK. Liberal terms allowed. Address: Publisher of PRINTERS' INK, 10 Spruce St., New York.

TWO young, reliable metropolitan newspaper men will lease or assume entire management of daily in city of thirty to fifty thousand. A record and references. Address "CHICAGO," care PRINTERS' INK.

ADVERTISING CANVASSERS, experienced in getting business for Trade Journals, wanted for first-class export paper. No one who is not a hustler with good references need apply. References required. Address "PAN-AMERICAN," care P.O. Box 1766, N.Y.

TO a party who can invest \$5,000 a rare opportunity is offered to secure an equal interest in a well established and prosperous Weekly Trade Journal in the leading Western city. The leading Industrial Journal of the Great West, North West and South West. Investigation is solicited. Address "N.E.," Box 1353, Denver, Colo.

EVERY ISSUE of PRINTERS' INK is religiously read by many thousand newspaper men and printers, as well as by advertisers. If you want to buy a user of to get a situation as editor, the thing to do is to announce your desire in a want advertisement. Any story that can be told in twenty-three words can be inserted for two dollars. As a rule, one insertion can be relied upon to do the business.

NOT SO EASY AS IT SEEMED

LONGMAN & MARTINEZ,
Manufacturers and Exporters
Pure Prepared Paints.
NEW YORK, March 7, 1891.

Editor of PRINTERS' INK:

From about the time the first copy was issued we have been diligent students of PRINTERS' INK, and each succeeding number increased the advertising fever until now it is raging through our business system like a malignant case of typhoid. Our business is such that it has always appeared more useful to avail ourselves of circulars, books, descriptive matter and the like rather than the columns of the papers, but the constant study of the many bright things in PRINTERS' INK has made us waver more and more until about two weeks ago we became complete apostates and determined to try a line of country papers. Taking Johnson's liniment cut as a sample we have rather modeled our "ad." on the same lines, and from the time we called our designer in to the council, about March 1st, until up to date we have been thinking and sketching, likewise rejecting steadily, many cuts, until to-day we have reached a design somewhat like the enclosed, and are yet still in despair, and have on our hands the first part of a monthly bill from a very weary designer. Our respect for large and successful advertisers has increased prodigiously.

LONGMAN & MARTINEZ,

MONTHLY STATEMENT IN THE MATTER OF
NEWSPAPER CUTS.

Introductory conversation as to "ad."	49
Examining other cuts.....	65
Viewing "Johnson's Liniment" cut	
first time.....	75
Conceiving idea.....	1.00
Birth of the idea.....	15.00
Attendance after birth.....	9.00
Eating dinner.....	75
Studying trade-marks in Greenwood.....	1.10
Thinking of L. & M. ad. in cars.....	5
Dreaming of same.....	79
Drawing design.....	2.00
Photographing design.....	2.00
Making proofs.....	50
Submitting proofs.....	5
Viewing Johnson's liniment second time	5.00
New designs.....	2.50
New photos.....	1.50
New proof.....	50
Personal attendance.....	5
Viewing old Johnson's ad.....	10.00
New drawing.....	3.00
New photos.....	1.50
New proofs.....	1.00
Submitting proof by my best boy.....	10
Wear and tear of above boy.....	8
New drawing.....	3.00
" photo.....	1.50
" proofs.....	1.50
Attendance with proofs.....	5
Looking at darned old Johnson.....	15.00
Told to go home.....	7.50
Other insults.....	27
New drawings.....	2.50
" photos.....	3.00
" proofs.....	3.00
Altering proofs.....	2.00
Submitting same.....	5

Bright, attractive, and sparkling with the latest ideas and suggestions regarding business-winning advertising, in every number of that indispensable little journal, PRINTERS' INK.—*The Facts, De Soto, Mo.*

AN ADJUSTABLE "AD." FOR PATENT
MEDICINES.

From the Pharmaceutical Era.

— This expresses the blank indifference
— with which many first hear of 's
— Sovereign Remedy.

! This expresses the amazement the
same people felt when they hear
what 's Sovereign Remedy
has done for the sick and suffering.

— This expresses the deep melancholy
that abides with those sick and
suffering ones who never use
's Sovereign Remedy.

— This expresses the lasting joy that
dwells with all who use 's
Sovereign Remedy.

Name filled in in large caps to suit advertiser.
Send in your orders.

FOR SALE.

Advertisements under this head 50 cents a line

15 TONS of Premiums sold in Feb. EM-
PIRE PUB. CO., 66 Duane St., N. Y.

FOR SALE—Country Campbell Press, 31x46,
in fine order. Speed 1,000 per hour. Ad-
dress "THE STATE," Richmond, Va.

FOR SALE—An interest in prosperous daily
paper in live Southern town. Corre-
spondence solicited. Address "B," care
Box 11, Post-office, Chattanooga, Tenn.

PAPER partly or wholly printed, make-up
using stories, miscellany, news, ads, locals,
etc., as you order. Daily, weekly or occasional
issues. Union Ptg. Co., 15 Vandewater St., N. Y.

DAILY AND WEEKLY PAPER, live West-
ern city of 20,000. Large job office and
bindery. Must sell on account of owner's
removal. Exceptional price and terms.
"N. D. H.," office PRINTERS' INK.

\$9,000 Cash will purchase control-
ling interest in a successful
Proprietary Medicine business. Can be made
to pay from \$15,000 to \$20,000 yearly. Address
THE WOOD CHEMICAL CO., No. 3 Fisher
Block, Detroit, Mich.

FOR SALE—The entire or one half interest
in the leading Daily and Weekly Demo-
cratic Paper of one of the most prosperous
towns in New York State. Parties who are
unable to pay at least \$2,000 in cash need not
apply to "B. F.," care PRINTERS' INK.

IF YOU WANT TO SELL your Newspaper
or Job Office, a Press, or a Font of Type,
tell the story in twenty three words and send
it, with two dollars, to the office of PRINT-
ERS' INK. If you will sell cheap enough, a
single insertion of the announcement will
generally secure a customer.

FOR SALE—
PUBLISHERS' COMMERCIAL UNION,
\$15 Memberships,
including the
ADVERTISER REPORTER, the COMMERCIAL UNION
and SPECIAL REPORTS;
245 Broadway, New York;
Post Building, Chicago.

FOR SALE—A weekly Republican news-
paper and job office in N. E. Wisconsin.
Established over twenty years. Material all
new. One 34x52 Potter cylinder, one 19x24
Campbell gray cylinder, one 10x15 O. S. Gor-
don, one 8x12 O. S. Gordon, 19 h. p. boiler and
engine. Complete book, job and poster out-
fit. Job patronage over \$5,000 a year. Adver-
tising over \$2,000 a year. Located in a live,
growing, healthy, manufacturing city of 6,000
population. Good harbor and three lines of
railway. Cheap for cash. Good reasons for
selling. Address "H. S. C.," care Press and
Printer, Boston, Mass.

INSURANCE ADVERTISING.

BENJ. DEACON,
Illinois Central R. R. Advertising,
Chicago, March 13, 1891.

Editor of PRINTERS' INK:

Some time since I noticed an article in PRINTERS' INK regarding the failure of insurance companies to consider the word "judicious" in writing and placing their advertising. Since that time I have had talks with many insurance men, and in only one instance have I heard of an advertisement ever being heard from in any way, and that one was heard from only once. The agent of the Penn Mutual Life Insurance Co., at Chicago stated that at the time of the Johnstown disaster his company paid five death losses, the policies of which were lost in the flood, the beneficiaries of course having no evidence to show that the insured had ever been insured. An advertisement was made of the incident, and the agent added that if any one knew of a friend who had been lost in the flood, who had at any time been insured in his company, but had failed to keep his premiums paid up, a check would be sent the beneficiary for the full amount of the policy, less the unpaid premiums. Not an answer was ever received to the advertisement, and he never heard from or of it in any way from that day to this; all of which was very annoying, as he had congratulated himself when writing the advertisement on at least finding something to say that would bring in applicants for policies. Of course he believes and acknowledges that without the advertising that the company has done their canvassing agents would not have had the success they have; but the rub is to know just which advertising has paid, even indirectly, and which has not. I think an article in PRINTERS' INK from the advertising manager of some of the large insurance companies that have used the *Century* and similar mediums, for advertising in a way entirely different from the stereotyped insurance style, would be of interest to your readers—not only those in the insurance business, but others; and among them the advertising canvassers, "one of whom I am which."

S. W. HOKK.

AN EDITOR'S JOKE.

From the New York World.

John Brislin Walker entered the office of the *Cosmopolitan* a few mornings ago and found that his assistant was complaining bitterly of the fact that the janitor had neglected to turn on the steam heat.

"Never mind," said Mr. Walker. "We'll warm the office up as soon as a poet comes in."

"How'll you do it?" asked the assistant.

"Why, we'll fire him."

THE PRESENT ASPECT.

From the Boston Courier.

The poets oft have mentioned
That great unequalled snap—
The lingering of winter
In spring's delightful lap.

But the way things now are going,
It rather seems to me,
That winter's got the gentle spring
Across his chilly knee.

IT ACTS TWO WAYS.

From an Exchange.

The man who takes the ad. out of the newspaper takes the ad out of his cash box.

WHY THE PAPER WAS NOT CIRCULATED.

SIoux CITY VOLKSFRUND,
SIoux CITY, Iowa, Febr. 26, 1891.

DEAR SIR—I hereby inform that our paper of this week Febr. 26, is suppressed in account of Conrad's Add. which Postmaster General claims is a Lottery Adv. & further in account of immoral Articles Sec. 380 Postal laws.

P. S. In the City a number of papers—subscribers were calling for their papers went out. As soon as the Attorney General sent in his decision we hope, the mail carriers will spread the others round held by the Postmaster.

OSCAR A. HOFFMANN, Publ.

SPECIAL NOTICES.

Advertisements under this head, two lines or more, without display, 30c. a line.

ALLEN'S.

AGENTS' GUIDE.

20TH CENTURY.

ALLEN'S MILLION.

N. Y. Argosy, 114,000 w.

ALLEN'S LISTS—Results.

FARMERS' CALL, Quincy, Ill.

THE MEDICAL WORLD (Philadelphia).

BAPTIST AND HERALD, Dallas, Texas.

LEVEY'S INKS are the best. New York.

AGENTS' HERALD, Phila., Pa. 15th year. 80,000 monthly.

THE GRAPHIC, Chicago, "the great Western illustrated weekly."

THE GRAPHIC, Chicago—Most value at least cost to advertisers.

BRIGHT, clean and reliable is the SAN FRANCISCO BULLETIN.

LOUISVILLE COMMERCIAL pays better than any other Louisville Daily.

A COMPLETE Family Newspaper. SAN FRANCISCO CALL. Estab. 1853.

AGENTS' names \$1 to \$15 per 1,000. AGENTS' HERALD, Phila., Pa.

SAN FRANCISCO WEEKLY CALL and BULLETIN cover the Pacific Coast.

LARGEST evening circulation in California—SAN FRANCISCO BULLETIN.

NEW HAVEN NEWS—Guaranteed largest morning circulation in Connecticut.

PROSPEROUS, intelligent people reached by the SAN FRANCISCO BULLETIN.

MOST "Wants" most circulation, most advs. SAN FRANCISCO CALL leads.

THE ADVERTISER'S GUIDE—Mailed free by STANLEY DAY, New Market, N. J.

HIGH grade, pure tone, honest circulation. None better. SAN FRANCISCO CALL.

BOSTON HOME GUIDE for April mailed to 7,000 home-seekers. Rates, \$1 per inch.

DAILY REPUBLICAN—Phoenixville, Pa.—Only daily, city of 9,000; proved circulation over 1,500 daily.

BAPTIST AND HERALD, Dallas, Texas. 25,000 a week. In its 40th vol. Eastern office, 11 Tribune Building, N. Y.

55.063 D. : 57,742 S. : 22,846 W. : circulation SAN FRANCISCO CALL.

HIGHEST ORDER Mechanical Engraving. J. E. Rhodes, 7 New Chambers St., N. Y.

PATENTS for inventors; 40 page book free. W. T. FITZGERALD, 800 F St., Washington, D. C.

PEN SKETCHES for illustrating and advertising. H. B. GIFFORD, 108 Kent St., Brooklyn E. D., N. Y.

COLLECTIONS EVERYWHERE. Will get there. References in your place. Address GEO. B. CHAMBERLIN, La Fayette, Ind.

TYPE Measures, nonpareil and agate, by mail to any address on receipt of three 2c. stamps. Address GEO. F. ROWELL & CO., New York.

THE CONNECTICUT GUARDSMAN, Waterbury, Conn., circulates in 31 States. The best National Guard paper published. Rates liberal. Write.

YOU can own and run a local illustrated paper at a PROFIT. We will tell you how. PICTORIAL WEEKLIES COMPANY, 28 West 23d St., N. Y. City.

2,500,000 ISSUED in 1891. Send for sample copy and advertising rates for 1892. GRIER'S ALMANAC. J. W. BURKE & CO., Macon, Ga.

TEXAS BAPTIST AND HERALD, Dallas, Texas. The leading Baptist publication of the South-West. Now in its 40th volume. Eastern office, 11 Tribune Building, N. Y.

PAPER DEALERS.—M. Plummer & Co., 161 William St., N. Y., sell every kind of paper used by printers and publishers, at lowest prices. Full line quality of PRINTERS' INK.

COLUMBUS, Ohio.—THE OHIO STATE JOURNAL, Daily, Weekly and Sunday, is credited with being the leading paper by all newspaper authorities. Daily, 12,000; Sunday, 15,000; Weekly, 22,000.

THE PRICE of the American Newspaper Directory is Five Dollars, and the purchase of the book carries with it a paid subscription to PRINTERS' INK for one year. Address: GEO. F. ROWELL & CO., Publishers, No. 10 Spruce St., New York.

WHY not advertise your goods to the medical profession? There is no better class of buyers. Write to THE MEDICAL WORLD, Philadelphia, for proof of largest circulation and best medium to reach the physicians of all parts of this country.

A TWO-LINE NOTICE IN PRINTERS' INK, under heading of Special Notices, is brought to the attention of over 40,000 advertisers every week for a whole year for \$52; 3 lines will cost \$78; 4 lines, \$104; 5 lines, \$130; 6 lines, \$156; 7 lines, \$182; 8 lines, \$208.

EXCHANGE—Will exchange a paying, weekly, well-equipped office in a good town in Northern Penna. for printing material—body and ad. type or a power press—to the amount equivalent to value of said office. J. K. SMITH & BRO., Monroeton, Pa.

OIL.—This advertisement is a good deal like a second. It's small and insignificant, but it gets there in time. I furnish ideas for designers, lithographers, advertisers and newspaper illustrations. JAMES HANNERTY, care Nat'l Builder, Chicago, Ill.

WHENEVER an advertiser does business with our Advertising Agency to the amount of \$10, he will be allowed a discount sufficient to pay for a year's subscription to PRINTERS' INK. Address: GEO. F. ROWELL & CO., Newspaper Advertising Agents, No. 10 Spruce St., New York.

WHENEVER an advertiser does business with our Advertising Agency to the amount of \$50, he will be presented with a complimentary copy of the American Newspaper Directory: a book of 1,450 pages, price \$5. G. F. ROWELL & CO., Newspaper Advertising Agents, 10 Spruce St., New York.

THE VOICE, published in New York City, is one of the 28 publications in the United States that, according to a list published by Geo. F. Rowell & Co., circulate between 100,000 and 150,000 copies each issue.

SPANISH AMERICAN trade is something that is interesting the manufacturers of the United States. I have a paper that reaches all parts of Mexico, South and Central America, the homes as well as the merchants. Write for a sample and advertising rates. C. H. MEKEEL, 1007-1011, Locust St., St. Louis, Mo.

\$1,000.00 FOR AN EDITORIAL NOTICE.—Every man who controls a newspaper will do well to read the offer printed in the issue of PRINTERS' INK for February 4th. Circular with full particulars sent on application to GEO. F. ROWELL & CO., Publishers, 10 Spruce St., New York.

THIS PAPER does not insert any advertisement as reading matter. Everything that does appear as reading matter is inserted free. The Special Notices are the nearest to reading matter that can be bought. The Special Notices are nearly as interesting as reading matter. The cost is 50 cents a line each issue for two lines or more.

THERE IS NO BETTER EVIDENCE of the value and popularity of a newspaper as an advertising medium than that attested by its "Want" or transient advertising. In this, as well as in point of circulation, the HARTFORD TIMES stands at the head of the newspapers published in Connecticut. Estimates furnished. Try it.

NORWICH, CONNECTICUT.—Geo. F. Rowell & Co. publish a list of the best or most widely circulated or influential newspapers issued at important business centers throughout the country:—the newspaper in each place that gives the advertiser the most for his money. On this list THE BULLETIN, Daily and Weekly, is named for Norwich.

THE MEDICAL BRIEF (St. Louis) has unquestionably the largest circulation of any medical journal in the world. It shows its prosperity on its face. Compare its paper, reading matter, advertisements, etc., with any other medical journal of same price. We furnish, upon request, absolute proof of an excess of thirty thousand copies each issue.

THE AGE-HERALD, Birmingham, Ala., the only morning paper printed in the mineral region of Alabama. Average daily circulation, 7,500; average Sunday circulation, 10,000; average weekly circulation, 25,000. Population of Jefferson County, in which Birmingham is located, 100,000. For advertising rates address THE AGE-HERALD COMPANY, Birmingham, Alabama.

UNION AND ADVERTISER, Rochester, N. Y.—Geo. F. Rowell & Co. publish a list of the representative daily newspapers issued in cities having a population of more than 20,000:—the newspapers in each place which can be specially recommended to advertisers as coming up to the requisite standard of character and circulation. The Rochester (N. Y.) UNION is included in this list.

WE advertise to prepare estimates for advertisers who wish to place their business by direct contract with publishers. We are also willing to prepare such estimates for advertising agents who are just getting a start, and have the impression that such an estimate as we can prepare will be a help. We charge a fair price for our services. Address GEO. F. ROWELL & CO., 10 Spruce St., New York.

WHEN such leading advertisers as Starkey & Palen, Hood, Ayer, Scott & Bowne, W. A. Douglas, Becham's Pills, Fears' Sarsaparilla, J. S. Johnson & Co., Pozzoni, Pope Bicycle Co., Hawk-Eye Camera, Scoville & Adams, Anthony, Plymouth Rock Pants and Oliver Ditson Co. patronize THE ARGOSY, an average of over \$1.00 each, by the year and reputation, is it not the best evidence of their appreciation of it as an advertising medium?

To

Catch



the eye and retain the attention is the object of a good advertisement.

There are different ways of catching people's eyes. We have studied the art and feel warranted in claiming to know something about it.

Old, as well as new advertisers, ought to be able to use our establishment—some or all of its branches—to advantage.

If you are in business, you naturally have something else to look after besides advertising it. The manufacturing or buying, the selling and correspondence with customers, all have a claim upon your attention.

With us advertising is everything. We receive and keep on file nearly all the papers published in the United States and Canada. This is in itself a big undertaking, and enables us to make sure that our patrons' advertisements receive proper insertion. For the making and placing of advertisements we have fully equipped departments.

This is an age for the division of labor. One man no longer manufactures an article from beginning to end. If you go into the modern factory you find that each hand has his special portion of the work to perform. When put together, these different parts unite to form the perfect whole.

Our part in the commercial world is advertising. Upon this one point we concentrate our entire resources. Surely we can conduct this branch of your business more economically than you could by establishing a separate department.

We aim to conduct our business so that any one who is thinking of advertising will write to us for such information and advice as our experience enables us to supply.

GEO. P. ROWELL & CO.,

10 Spruce St., N. Y.



IT WAS A WISE MAN who said:
"Leave nothing to what is called
'luck,' and you will generally be what
is called 'lucky.'"

So in advertising.

Take every possible precaution that will assure
success. Secure the best advertise-
ment obtainable—the one of all others
that will be most likely to bring you
business.



Then see that it goes in the right mediums—
the papers that will bring you the
largest returns. Be sure that you pay
no more than a fair price for your
space and that no one takes advan-
tage of your inexperience.



By giving painstaking care to all
of these essentials you will probably
find that you will have "good luck"
in advertising. The difference in ex-
pense between doing a thing right and doing it
wrong is not usually considerable—it
is certainly worth looking after in ad-
vertising. We will advise with you
on any of these points.



GEO. P. ROWELL & CO.,
NEWSPAPER ADVERTISING BUREAU,
10 SPRUCE ST., NEW YORK.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & CO., PUBLISHERS.
Office: No. 10 Spruce St., New York.

Issued every Wednesday. Subscription Price: Two dollars a year in advance; single copies Five Cents. No back numbers. Wholesale price, Three Dollars a hundred.

ADVERTISEMENTS, agate measure, 50 cents a line; \$100 a page; one-half page, \$50; one-fourth page, \$25. Twenty-five per cent. additional for special positions—when granted. First or Last Page, \$200. Special Notices, Wants or For Sale, two lines or more, 50 cents a line. Advertisers are recommended to furnish new copy for every issue. Advertisements must be handed in one week before the day of publication.

JOHN IRVING ROMER, EDITOR.

NEW YORK, MARCH 25, 1891.

It is the untiring, unremitting, everlasting, never-take-no-for-an-answer appeal to the eyes of the people who want their hair to grow, by the people who have something for sale which they say will make the hair grow, that carries the day, splatters the hair tonics over innumerable scalps and puts fortunes in the banks to the credit of the advertiser.

THE table which appears on page 435 of this issue gives interesting evidence of the difference in importance from a journalistic standpoint of the various States or sections of country. The price of inserting a certain advertisement in the best paper in each State for one week ranges all the way from \$296.80 in New York down to \$5.33 in Arizona Territory. It is curious to observe how closely these prices coincide with the variation in population.

GEO. W. ELLIOTT, well known among advertising and newspaper men, died at his home in Rochester, N. Y., on March 18. He was formerly associate editor of the Rochester *Democrat and Chronicle*, and for several years held the position of advertising manager for H. H. Warner & Co. He also served in the same capacity for several other prominent advertisers. Of late he has suffered much from illness. In 1888 he ran for Mayor of Rochester on the People's ticket, but was defeated. He contributed several articles on advertising to *PRINTERS' INK*.

NEVER do poor advertising; never let any one else do poor advertising for you. Poor work never pays. Use the best material that can be had and have no half-way work about it.

APPARENTLY the admirers of the so-called "commonplace" style of advertising are not confined to the East. A Kansas disciple of this school presents the following interesting effort to the readers of the *Concordia Blade*:

COSH!

how that buckwheat went Saturday I will just continue that racket all this week. That go per cent flour is no slouch either. No low grade about it and warranted. I understand that one dealer is selling graham at 30 cents. I made that price and I change it right now to 25c, just ground too. When I can't sell you flour cheaper than dealers I am going to tell you so right in these columns.

HAM SPALDING,

Plenty of Bran and Shorts now.

It should be added that the four-letter head-line was set in gothic type an inch high.

IT takes an advertisement like the following, from the London (Eng.) *Church Times*, to make one realize how much we differ in customs and prejudices from some of the older but more slow-going countries across the ocean:

THE STOCK EXCHANGE.—Members of the Stock Exchange are not allowed to advertise for business purposes, or to issue circulars to persons other than their own principals.

Brokers or agents who advertise are not in any way connected with the Stock Exchange or under the control of the Committee.

LISTS of MEMBERS of the STOCK EXCHANGE who act as Stock and Share Brokers may be obtained on application to

FRANCIS LEVIEN, Secretary to the Committee of the Stock Exchange.
Committee-room, the Stock Exchange,
London, E. C.

It is a question if Mr. Leven, by causing the above notice to be inserted, has not broken the very law he seeks to enforce. He certainly "advertises for business purposes," and so makes himself liable to expulsion from the Exchange. This incident shows the absurdity of attempting to place restrictions upon such a matter.

THERE is evidently some one connected with the management of the new Garden Theatre in New York who is endowed with ingenious ideas in the advertising line. 'Twice *PRINTERS' INK* has had occasion to comment upon clever novelties emanating from this source. The latest in this series takes the form of "betrothal cards" gotten out in the French style and

bearing the names of the Marquis d'Alien and Mlle. Madeline de Remondy. The first and smallest card has the word "Betrothed" upon it, and all three are bound together with white ribbon and bear Dempsey & Carroll's imprint. As the cards are sent out under letter postage the recipient is naturally puzzled until he chances to turn them over and finds upon the reverse of the largest a brief announcement of the approaching production of the comedy-drama "Betrothed" at the Garden Theatre. It is then seen that the names engraved upon the cards are included in the cast of the play. If equally bright methods are used in newspaper advertising, the new play ought to do more than attract attention.

WITHIN a short time two newspaper publishers have written to us inquiring the best method of advertising their publications. One wishes to increase his circulation, the other his advertising patronage. The first is the publisher of a country paper in Tennessee. He states his point concisely as follows:

Every country publisher knows that there are people living in his town or section who do not take his paper. How can they be stirred up sufficiently to come in and lay down a dollar?

The first method to suggest itself ought to be newspaper advertising. Publishers who are continually talking up the merits of printers' ink ought not to be afraid to use it themselves on occasion. If there are a couple of good, live journals besides your own published in your territory, try a little advertising in their columns. The big New York dailies now advertise liberally in each other's columns, and no doubt find it profitable. Posters, sign-boards, hand-bills, club and premium offers are among the more familiar methods.

But the first requisite is to make a good paper. If the people are old-foggy and slow to recognize merit, wake them up! You can afford to devote considerable effort and money to a stroke of enterprise that will cause your paper to be talked about generally among the townspeople. Two or three really good hits will win due recognition in any ordinary community.

Get *all* the news; the kind that comes hardest is usually the most desirable. A reputation for enterprise

is one of the best advertisements a paper can have. Have something the other papers don't have. When you can get people to feel that they are actually *missing* something whenever they fail to see your paper, you have reached the stage where they will be willing to come in and lay down that dollar. Having got your paper up to this grade, it will be worth while to send out sample copies. The voters' list will supply the addresses. A gentle hint in the form of a subscription blank should accompany each copy. One well-known daily increased its circulation materially by delivering the paper free for one month at a large number of homes. At the end of that time a good many people had got into the habit of reading it regularly. There is a great deal in habit.

Another point: if you are getting out a good paper, don't be afraid of letting the people know about it occasionally through your own columns. The best place to advertise is where you are best known.

The publisher who wants to increase his advertising patronage inquires if it is advisable to send copies of his paper to advertisers generally. He has an idea that sample copies are never looked at.

We have known some advertisers who liked to receive sample copies of new as well as old publications and who tried to keep up with the world of journalism with which that business is so closely connected. But in a majority of cases, sample copies addressed to advertisers either find a speedy oblivion in the waste-basket or are placed in the regular files, where the results so far as the publisher is concerned are the same.

Perhaps about one out of ten sample copies sent out receives attention at the hands of advertisers. Manifestly, if the publication is an expensive one to get out it will not pay to send sample copies broadcast.

How then can the advertising patronage be increased? The answer to the question is involved in what has gone before: get out a good paper. Circulation is what advertisers want, and when that has been secured the problem of getting more advertising will not present so many difficulties. It is another instance showing the truth of the familiar saying that "Nothing succeeds like success."

Miscellanies.

WHERE IS THAT MAN?

I'm looking for that kind of man
That advertisers use
With cuts of "Canticurly soap"
And "Bings' four-dollar shoes."
"Hope for the bald" has pierced my heart,
And often my bosom thrills
At the sight of youth on "Bicycles,"
Or taking "Bunchem's pills."

The youth that wears "The nobby suit"
Still haunts me night and day,
While "Heavy whiskers in three weeks"
Drives all my sleep away.
"Lawo-tennis coats" all summer long
Was with me in my dreams.
"An easy shave" with peachy cheek
Still o'er my pathway gleams.

I want to find that kind of man,
So handsome, brave and fair;
Erect and stalwart, and with legs
That match and make a pair.
With arms that have some muscle and
With hands that look so strong.
If I could find that kind of man
I'd not be single long.

Alas! the fellows that I meet,
They wobble when they walk.
They have no chins and oh, they look
So silly when they talk!
Their coats are padded and their necks
Are slender as their canes;
While those grand fellows in those cuts
Look noble and have brains.

Dear advertisers, let me know
The model that you use,
And I will buy your facial soap
Or bicycle or shoes.
He may be wealthy or be poor,
With cheek of peach or tan,
But I would like for once to see
And meet a real man. —*Judge.*

A comic paper is pretty sure to have
its wits about it. —*Yonkers Statesman.*

Some one advertises for "a house
girl to assist in the washing of a small fam-
ily," and some one else wants "a gentleman
for breakfast and tea." —*Ex.*

Jem—Who's our foremost general,
Tom?"

Tom—Well, judging from the advertise-
ments in this paper, I should say General
Debility. —*Comic Cuts.*

The man who could run a newspa-
per to suit everybody went to heaven long ago.
—*Cumming (Ga.) Clarion.*

But hell still yawns for the numerous indi-
vidual who thinks he can run a newspaper just
that way. —*St. Joseph News.*

An Annoying Accident.—Sanso: I
want to buy one of those unbreakable lamp
chimneys you have advertised.

Clerk—I'm very sorry, sir, but we acci-
dently got our whole stock smashed this after-
noon. —*Comic Cuts.*

Jinks—You are sending your boy to
Prof. Teachim's classical school, are you not?
Winks—Not now. I took him out. He was
growing up a perfect ignoramus.

"He was?"
"Yes. Why, after three years at that school
he didn't know any more about the United
States than an editor of a London paper." —
New York Weekly.

Epitaph On a Printer—dead matter.
—*Ex.*

A gentleman advertised yesterday in
our columns, "Dog lost." This morning the
dog went home of his own accord. He thought
it of no use to attempt to run away if the
newspapers were after him. —*Oswego Times.*

A bright newsboy found a ready sale
for his evening papers by crying out the cap-
tion of the patent medicine advertisements
as "Important to females," "Glad news
for the unfortunate," in place of his usual
lingo. —*Ex.*

No, Mardigras, we decline to specify
the best brand of pitch to be used in pitching
your tent. It is against the principles of
Charles A. Dana and ourselves to print an
advertisement as reading matter. —*St. Joseph
News.*

"No, siree," said the umbrella manu-
facturer, "I shall not advertise in your pa-
per. I've watched your attitude toward my
business. Last summer you predicted seven
clear to two rainy days, and I don't consider
that friendly." —*Domestic Monthly.*

"Does the court understand you to
say, Mr. Jones, that you saw the editor of the
Cornet intoxicated?"

"Not at all, sir! I merely said I had seen
him frequently so flurried in his mind that he
would undertake to cut out copy with the
snuffers, that is all." —*Ex.*

Breathes there a man with soul so
dead, who never to himself hath said, I will
my local paper take, both for my own and
family's sake? If such there be, let him re-
pent, and have the paper to him sent, and if
he'd pass a happy winter, he in advance
should pay the printer. —*Ex.*

Where the Periodical Comes In.—
Bunting: I know now why sprees are some-
times called periodicals.

Larkin—Isn't it because some men take
them at regular intervals?

Bunting—No. It is because reading makes
a full man. —*Smith, Gray & Co's Monthly.*

"Don't you ever go to see comie-
dies?" inquired Miss Laura.

"No," said Miss Irene, "laughing pro-
duces wrinkles."

And Miss Irene went on reading the
"Editor's Drawer" in *Harper's*. —*Chicago
Tribune.*

It Ought to Have Come to Go.—
Charlie: *Guffaw*, the comic weekly, has gone
under.

George—I'm not surprised. The editor in
his first issue said: "*Guffaw* makes its ap-
pearance this week on all news stands, where
the public will find it has come to stay." It
stayed there, and that's what's the matter
with *Guffaw*. —*Smith, Gray & Co's Monthly.*

Reporters' Definitions.—Prominent
Citizen—The janitor of the flat in which the
couple lived.

Pretty Girl—The unmarried woman in the
case.

Petite—Weighing less than 120 pounds.

Brunette—Any woman not a blonde.

Blonde—Any woman not a brunette.

Dull Thud—Anything falling without re-
bound (except salary).

Holocaust—A fire attended by fatal results
to human or animal life.

Under-Box—The building in which the fire
occurred (*syn.*, rattle-trap). —*Life.*

AS A MATTER OF FACT an advertisement running a year in the papers of "Kellogg's Lists" would during that time be read by more than *five times* as many people as are comprised by the *entire population of the United States*.

IS A PHYSICIAN JUSTIFIED IN ADVERTISING?

The question whether a physician is justified in advertising is one that is being discussed more and more every year. A generation ago the code of ethics was adhered to by physicians in the city as well as in the country, but at the present time the musty code seems to be retained for the purpose of impregnating students and country practitioners with the idea that to advertise is the greatest professional crime in the medical calendar. We say the code seems to be retained principally for the country practitioner because it is almost impossible to find an energetic and progressive city practitioner but who is connected with some medical school, polyclinic, hospital, public or private dispensary, bathing establishment, or some one or more of the many institutions, the majority of which, so far as one can learn, apparently exist for the sole purpose of booming the interested doctor.

This mode of advertising is sanctioned by the code. Another form of advertising that is sanctioned by our ancient code has recently become popular, and like the above is confined almost entirely to physicians residing in our large cities. We have received during the past year or two many cards and circulars from city physicians calling attention to the fact that they would in the future confine their practice to diseases of women; to eye, ear, nose and throat; to nervous diseases, etc., etc. The most modest of these circulars informs the reader that the doctor has all of the most approved apparatus for treating successfully the diseases to which he confines his practice, while many of them state, in language intended for the public, that by years of extensive practice in his line the doctor is qualified to treat successfully cases not usually benefited by ordinary treatment.

The above methods of advertising are only two of several that might be mentioned that are allowed by the code. Let a physician place the same matter in a daily paper that he mails to physicians and to the public in circular form and notice how quick a part of the profession will commence to kick, and it will also be noticed that the kickers are most always engaged in booming themselves in some manner. So long as a part of the profession are

allowed to advertise we see no reason why all should not have the same privilege. If a physician is more skillful than his neighbors it would appear rational to any level-headed person that he was doing himself an injustice should he neglect to inform the people of his skill; provided he did not advertise to do more than he could. It would also appear advisable to reach the greatest number of people with the least expense, and the doctor who advertises in the daily or weekly paper does so at much less cost than by the methods usually adopted. To incorporate a company, hire a room, get out necessary circulars, etc., to start a polyclinic, or some other of the many institutions that have sprung up within the past four or five years, requires quite a sum of money, and the method of advertising by professional circulars is also quite expensive. Aside from the few institutions that are started and conducted for educational purposes, the elaborate and expensive methods of advertising are adopted, not from any high moral principle, but to simply keep within the rules prescribed by our ancient code. The physician who booms himself in some institution is no more honorable than a man who places a modest advertisement in a daily paper. No code is required to teach an honorable man professional courtesy, and a dishonorable man will not be governed in the least by any code. We believe the time is fast coming when all progressive physicians will feel at liberty to advertise as freely as men engaged in other business, and there is no reason why they should not do so except the restrictions laid down in an ancient code that not one doctor in ten has ever read, but of which the average physician stands in mortal terror.—*O. M. Vaughan, in Covert Medical News.*

Do you tell us, oh, candidate for the custom of the community, that you can't afford to advertise because your business is dull? Listen! it is dull because you don't advertise, and you don't advertise because it is dull, so the vacant circle is complete. We tell you if you are doing ill to advertise that you may do well, and if you are doing well advertise that you may do better. Set high your work of business success and advertise upon it.—*Prentice.*

If business men desire to make known to the public that they have goods for sale, let them advertise them in a proper way. But this editorial puffing is an imposition upon the public.—*Boston Herald.*

THE journals of Seattle and Tacoma will surprise an Eastern merchant with the metropolitan show of business they present. How much such a business display helps the whole community and attracts other business, who shall attempt to estimate?—*Phila. Ledger.*

SUCCESSFUL advertisers supplement their city advertising by using the local country weeklies. City papers are generally valuable, but they do not supply the entire needs of advertisers. To advertise thoroughly and successfully the country weeklies must be used as well.—*Beals.*

ORGANS Pianos \$35 up. Catalogue FREE. Dan'l E. Beatty, Wash'ton, N. J.

WOOD ENGRAVING, PETRI & PELS CATALOGUE FREE NEW YORK

REAM'S POSITIVE is positive. Write REAM'S MED. CO., South Bend, Ind. **Hair Grower**

SMITH MAKES ENVELOPES. Send for C. W. R. SMITH. Prices. 31 S. 6th St., Phila.

\$1.00 Portraits—Made to order from Photos. Cheapest newspaper cuts made. Send for proofs. CENTRAL PRESS ASSOCIATION, Columbus, O.

NO BUM WORK I GET UP IDEAS. Comic Pictures, and beautiful Outline Cuts. Send 10c. for package of Comical Ideas. FRANK MYERS, Artist, Times Bld'g, N. Y.

BEAUTIFY YOUR GROUNDS Plant Fine Trees, Shrubs, Roses, Fruits, etc. Get the finest Improved sorts, true to name. Catalogue with superb Rose plate, free. J. EUGENE WHITNEY, Rochester, N. Y. No inferior stock.

Books New Issues every week Catalogue 132 pages free. Not sold by Dealers; prices too low. Buy of the Publisher, John B. Alden, 393 Pearl St., New York

Dodd's Advertising Agency, Boston, 265 Washington Street. Send for Estimate. RELIABLE DEALING. CAREFUL SERVICE. LOW ESTIMATES.

LAND!

Companies and Individuals having land for sale, who may wish to advertise the same, at a moderate cost, and in a field not worked to death, will do well to correspond with me.

"It will pay you to write me."
B. L. CRANS, 10 Spruce St., New York.

Make No Error.

If you travel, "GIBB'S ROUTE AND REFERENCE BOOK" of the United States and Canada will save you hundreds of dollars. It has been proved. Specimen pages free.

GIBB BROS. & MORAN, New York.

FREE Three \$50,000 National Banks in good North Texas towns, organized by us, now net 12 to 22 per cent. free of taxes. Beat big banks in cities. Rate higher, security better. Country fertile, crops good (cotton, wheat, corn), people prosperous. Local business men interested. Many New England stockholders. 25 years' residence in Texas. Another similar bank now organizing, stock par—\$50 and upward, sold. Circulars, statements, maps free. JOHN G. JAMES, PRES'T CITY NATIONAL BANK, Wichita Falls, Texas.

CIRCULARS SAMPLES PAPERS AND SIGNS Handed direct to the people, or mailed up, in Clay, Hamilton, York and Filmore counties, Nebraska. \$2 per 1000. H. L. Vradenburg, Sutton, Clay Co., Neb.

AUSTRALIAN Before fixing up your Australian contracts for advertising, we should like you to write to us for an estimate. We guarantee to save you money, for, being on the spot, we can do advertising cheaper than any other firm at a distance. All papers are filed at our bureau, and every appearance is checked by a system unparalleled for accuracy. On application we will prepare any scheme of advertising desired, and by return mail will send our estimate. We desire it to be understood that we are the Leading Advertising Firm in the Southern Hemisphere. Established over a quarter of a century. F. T. WIMBLE & CO., 389 to 373 George St., Sydney, Australia.



728. A HIGH GRADE FALCON PEN, Equal to the best.

40c. per Gross, Postpaid. We can save you money on any pen. You name the pen and we will quote the price. Address H. H. LAWRENCE & CO., Saratoga, N. Y. Bank Supplies.

MUFFED. Our National Game Clover left to rust, while people go wild over the most ingenious puzzle ever invented. Put up in attractive and durable styles; sells as fast as you can hand them out. This entirely new puzzle pronounced unequalled. Our old agents are just coining money with it. This is the first newspaper announcement of this invention. Agents, General Agents, Publishers who use premiums, etc. act promptly and large profits, quickly and easily made, are yours. Sample and terms 25 cents. THOMPSON PUBLISHING CO., Mfgs of "Muffed," 235 S. 4th St., Phila., Pa.

It affords us great pleasure to say that J. L. Stack & Co.'s list of 60 weekly Scandinavian papers pays us fully 5 times as well as any other mediums we have found. Yours truly,

R. W. SEARS & Co.,
Chicago, Ill.

To reach Swedes and Norwegians, address

J. L. STACK & CO.,
Newspaper Advertising,
St. Paul, Minn.

The Celebrated CALIFORNIA CATARRH REMEDY.

The best in the world. Make no mistake. Its meritorious results have been thoroughly proven. 50 cts. by druggist or mail. Testimonials free.

A. F. EVORY & CO., Props.,
166 GREENWICH ST., N. Y.



Study Law At Home.

Take a course in the Sprague Correspondence School of Law. Send ten cents (stamps) for particulars to

W. C. Sprague, L.L.B.,
312 Whitney Block,
Detroit, Mich.

CANADA.—If you intend advertising in Canada it will be of interest to know that we handle more business with Canadian newspapers than any other Agency in existence. We control the Canadian advertising of many of the largest and shrewdest advertisers in the world. **Pears' Soap**, for instance. Our efforts are devoted to Canada alone, and an intimate knowledge of the peculiarities of the Canadian press, gained by many years of experience, enables us to render the best possible service. We simply ask you to communicate with us before placing your orders. **A. McKIM & CO., Montreal, Canada.**

Advertisements WRITTEN

For newspapers or magazines; original designs and illustrations furnished. *Primers*, such as merchants and manufacturers use to help sell specialties; *Trade Circulars* and *Spring Announcements*—I write, print and get them up in handsome styles. Sample primers with full details free.

A. L. TEELE, Writer of Advertising,
165 W. 33rd St., New York.

A Thousand Newspapers a Day ARE READ BY

The Press Clipping Bureau, Robert and Linn
Luce, 168 Milk St., Boston, Mass.

WHO FOR?

Business houses, that want earliest news of construction;

Supply houses, that want addresses of probable customers;

8 city class and trade papers;

Public men, corporations, professional men, who want to get news, see what is said of them, or gauge public opinion.

100 SIGNS.

Opposite and between I. C. R. R. suburban stations, seen daily by 300,000 Chicago's best residents. I make and place them.
S. W. HOKE, 225 Dearborn St., Chicago.

MAKE MONEY

By making "Rubber Hand Stamps." A practical treatise on the manufacture of rubber hand stamps, small articles of India rubber, rubber cements, the Hektograph, etc. Fully illustrated. Just published. \$1. Judging by the number of advance orders received,

EVERYBODY

Wants ARITHMETIC OF ELECTRICITY, by T. O'Connor Sloane, A. M., E. M., Ph. D. It gives Electric Calculation in such a simple manner that it can be used by any one having a knowledge of Arithmetic. It treats of calculations for wiring; resistance in general; arrangement of batteries for different work, and all other practical calculations, etc., and is supplemented by the most practical series of tables ever published. It is absolutely indispensable to the working electrician, as well as to the professor, scientific teacher, student and amateur. Fully illustrated. (Ready shortly.) \$1.00. Send for descriptive circular, also our large Book Catalogue.

NORMAN W. HENLEY & CO., Publishers,
P. O. Box 5271. 150 Nassau St., N. Y.



OVERMAN WHEEL CO., MAKERS,
CHICOPEE FALLS, MASS.

BOSTON WASHINGTON DENVER SAN FRANCISCO

A. G. SPALDING & BROS., Special Agents,
Chicago, New York and Philadelphia.

"When found, make a note of."—Captain
Cuttle.

The right men in the right place are

C. MITCHELL & CO.,
Of London, England,

(12 & 13 Red Lion Court, Fleet St., E. C.)

Advertising Contractors of 50 years' standing.

THE MANUFACTURER who travels should note the address. A half hour's chat about English, Continental and Colonial advertising with a member of this firm is worth a whole year of correspondence.

The Manufacturer who cannot find time to travel should write to C. M. C. Their extensive American clientele and long acquaintance with English advertising enables them to arrive at an understanding more promptly than any other house in London.

The Advertising Agent who studies his clients' interests (and his own) should consult C. M. C. when he has orders to place any advertising in Great Britain. They are practical, reliable, energetic and economical.

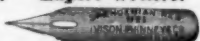
Testimonials from leading American firms. Estimates and specimen papers free on application. "The Newspaper Press Directory," forty-sixth annual issue, price, by post to the United States, 50c.

To Advertisement Writers.

A new and pleasing field to cover.
A set of telling advertisements wanted.
Lock Box No. 1, P. O. Baltimore, Md.

Spencerian Steel Pens

ARE THE BEST
FOR Expert Writers. No. 1.



FOR Accountants. No. 2.



FOR Correspondents. No. 3.



FOR Rapid Writing. No. 35.



FOR Engrossing. No. 36.



Sold by STATIONERS everywhere.
Samples FREE on receipt of postage 2 cts.

SPENCERIAN PEN CO.,
810 Broadway, New York.

ALLEN'S MILLION.

Allen's Lists guarantee and prove over
one million circulation each month.

Should less than one million copies be
printed and circulated in any month, I agree
to make a discount in exact proportion to
each advertiser; this has been a standing
offer for years, and is unparalleled, no
other publisher in America having had suf-
ficient faith in his willingness and ability to
perform, to compliment me by imitation.

You can reach about one-fifth of the
rural population of the United States
through Allen's Lists.

Furthermore, the periodicals of Allen's
Lists reach the better classes of the rural
masses who subscribe, and who pay good
prices, because they want them in their
homes—because they are interesting and use-
ful in the family circle. The periodicals of
Allen's Lists are never thrown around; few
periodicals are circulated with such extreme
care.

THE TEST.

Special test ads. were run for a considerable
number of the great proprietary houses before
making contracts with Allen's Lists; their
advertisements are now to be found in these
lists the year round—look and see.

We court the test, especially the compara-
tive, competitive test. When the test is com-
parative, Allen's Lists usually stand, not near
the head, BUT AT THE HEAD.

My claim to patronage—results to the
advertiser.

Forms close the 15th of each month
prior to the date of the periodicals.

E. C. Allen, Proprietor of "Allen's Lists,"
Augusta, Maine.

PRINTERS!

Look over this copy of
PRINTERS' INK, and
judge for yourselves the
quality of

Wilson's Ink.

It works smoothly, dries
quickly, and does not offset.



Send Us a Check for \$3.60,
and we will express a 10-pound
sample, charges prepaid.

if not as represented money will be refunded.

PRICE 30 CENTS A POUND,
in 100-pound lots.

Shall be glad to have your order.

ADDRESS

W. D. Wilson Printing Ink Co.,
LIMITED,
140 William St., New York.

PREPARE

Your advertisements carefully.
Make them neat and attractive.

YOU CANNOT

spare the time, of course; that
is our business, we claim to
understand it.



Send for our Hand Book.

T. C. EVANS' ADV. AGENCY,
294 Washington Street,
BOSTON.



1 OF A LINE
5 CENT

We recently prepared a list of **HOME PRINT** weeklies for a patron, which, when computed on the basis of circulation as given in Ayer's Am. Newspaper Annual for 1890, showed the cost per line to be only **ONE-FIFTH (1-5) OF A CENT for EACH ONE THOUSAND (1,000) CIRCULATION.**

For such valuable mediums as a selection from the best of the all-home print county weeklies, this is a rate which should command the attention of advertisers who are seeking economical methods for reaching the homes of people living outside of the cities. We invite inquiry from advertisers regarding our facilities for handling business in the home print papers in any part of the United States.

NELSON CHESMAN & CO.

ESTABLISHED 1874 INCORPORATED 1955
Newspaper Advertising Agents

Business Office, 1127 Pine St., St. Louis, Mo.
Branch Office, 64 Broadway St., New York City.

W. W. Whitmarsh,
Treas.

OFFICE OF

John Mears,
Sec'y.

THE PUTNAM NAIL CO.,
Manufacturers of

**HOT-FORGED AND HAMMER-POINT-
ED HORSESHOE NAILS.**

Boston, Mass., Feb. 5, '91.

Mess. Robert Bonner's Sons.

Publishers of the New York Ledger.

Gents—We are pleased to be able

to report the most satisfactory results from our advertisement, which appeared in your paper of Dec. 13th, last. Answers are even now coming in from all over the country, and from that intelligent class of people who appreciate a good thing when they see it.

Truly yours, PUTNAM NAIL CO.
By W. W. Whitmarsh, Treas.



CIRCULATION

ONE HALF MILLION
ANTEED

MONTHLY. GUARANTEED and PROVEN.

OUR RATES: \$250 PER LINE.

REMEMBER IT.

**TAKE SPACE OF THE AGENCIES
OR
THE GANNETT & MORSE CONCERN
AUGUSTA, MAINE.**

1990

Do You Want



or
several
ideas?
You
will
be
"in
it"
as
to
Advertising
any
business
by
getting
some
of

THE ART LEAGUE,
133 World Bldg, N. Y.

"Why Do You Advertise in Newspapers?"

What constitutes the ideal newspaper? Is it not the one that presents the news—the facts without wordy, tiresome descriptions—in the most concise pleasing manner? Is it not a paper that will enable busy men to grasp the situation in the briefest possible time? Why do people read newspapers—to kill time or get the news? Wouldn't you rather advertise in a paper that is easily handled, and that scintillates with bright, brisk, breezy journalism, than an unwieldy blanket sheet? If so, you will find your ideal in

The Daily Continent,

16 PAGES DAILY.

32 PAGES SUNDAY.

It is a live paper. Energy and nerve characterize its management. Its size is unique, bandy. The news is put briefly and graphically. Society, politics, local pride, National issues, sporting events—everything that appeals to warm blood is handled with vigor.

FRANK A. MUNSEY,
289 Broadway, New York.

You have seen some thing like this before. There is no harm in your seeing it again. It reminds you that advertisements are written and prepared for any business supplied, and advertising schemes originated by O. J. GUDE & CO., General Advertisers, 113 Sixth Ave., N. Y.

ALSO,

that the exclusive privilege of placing advertising signs, which we paint and prepare also, on over 2,400 stores in New York, Brooklyn and Philadelphia is vested in us.



These are Your Pointers.

Electrotypes used without extra charge.

Can use woodback electros; but prefer solid metal.

Can use celluloid blocks in all but two of the papers.

No extra charge for double column display.

Single column Electros must not be wider than 2 1-6 inches or 13 picas to go in all the papers.

Length of a column varies from 13 inches to 22 inches.

Copy received by Saturday morning is in time for all the papers the following week.

Copy received Monday morning can get in some of the papers, but must take run of paper.

It is to the advertiser's advantage to get everything necessary to start an advertisement into our hands as early as possible.

Advertisements will be changed every week if desired.

Will give more particular information suited to your case if you will write to us.

Sunday School Times,

PHILADELPHIA.

Presbyterian.
Lutheran Observer.
National Baptist.
Christian Standard.
Presbyterian Journal.
Ref'd Church Messenger
Episcopal Recorder.
Christian Instructor.
Christian Statesman.
Christian Recorder.
Lutheran.

One
Inch
costs:

1 t. \$32.90
1 mo. 118.44
3 mos. 342.16

BALTIMORE.

Baltimore Baptist.
Episcopal Methodist.

One
Price
Advertising

Without Duplication
of Circulation

HOME 14 BEST
JOURNALS WEEKLIES

Every Week
Over 250,000 Copies

Religious Press
Association
Phila



OVER 300,000 READERS OF PRINTERS' INK.

For the purpose of bringing PRINTERS' INK to the attention of all classes of business men, arrangements have been made to send sample copies at the rate of 20,000 a week until the following lists have been addressed.

In every sample copy sent there will be folded a subscription blank.

For the next three months the circulation of PRINTERS' INK is certain to be more than 40,000 copies, and likely to be less than 50,000 copies, each issue.

The entire circulation is among advertisers, or people who ought to be advertisers.

Incorporated 1885.
RAPID ADDRESSING MACHINE COMPANY,
57, 59 & 61 Park Street.
Trade Lists Compiled from R. G. Dun &
Co's Reference Book.
NEW YORK, Jan. 16, 1891.

Messrs. G. F. Rowell & Co.,
New York City.

GENTLEMEN—We respectfully submit to you the number in our trade lists as requested by you.

Architects.....	3,000
Agricultural Implements.....	13,961
Boiler Makers.....	333
Brewers.....	2,816
Books and Stationers.....	7,900
Boots and Shoes.....	20,300
Car, Ship and Bridge Builders.....	10,109
Confectioners and Bakers.....	1,320
Carriage Makers.....	16,914
Crockery Dealers.....	3,490
Clothiers.....	10,719
Dry Goods.....	13,419
Drugs, rated K and up.....	17,709
Distillers.....	1,590
Engineers and Contractors.....	5,240
Grocers.....	45,455
Men's Furnishing.....	9,596
Hardware.....	12,392
Jewelers.....	20,381
Shirt Manufacturers.....	800
Prom. Insurance Agents.....	22,300
Furniture.....	7,200
Machinery.....	6,400
Men Who Think.....	10,000
Tobacco and Cigars.....	1,000
Investors.....	15,000
Board of Trade.....	32,000

Will address your Wrappers, 20,000
per week.....at \$2.00 per M
Wrap and Mail....." 1.00 "

\$3.00

Yours truly,

F. D. BELKNAP,
Rapid Addressing Co., 314 Broadway, N. Y.

NEW YORK, January 16, 1891.

Rapid Addressing Co.,
314 Broadway, New York City.

GENTLEMEN—We have your favor of even date.

Please go ahead with the work of addressing wrappers for us to the trade lists named by you—307,517 names; to be delivered in lots of 20,000 each, one lot each week until the lot is finished; the first lot to be delivered on the 24th inst. Very respectfully,

GEO. F. ROWELL & Co.

Advertising rates in PRINTERS' INK are 50 cents a line, or \$100 a page, each issue.

PUBLIC OPINION

THE ONLY JOURNAL IN THE
UNITED STATES DEVOTED EXCLUSIVELY TO
THE REPRODUCTION OF THE OPINIONS OF
LEADING PERIODICALS OF THE WORLD
ON PROMINENT CURRENT TOPICS.

\$3.00 Per Year.

WASHINGTON, D.C.



WE'LL ALL BE READERS BY AND BYE.

WHAT ALL
ADVERTISERS
ARE AFTER
ARE

**CIRCULATION,
QUALITY,
DISTRIBUTION,
PRICES.**

THEY ARE
"ALL RIGHT"
IN PUBLIC
OPINION.

Sworn Circulation Over 23,000.

The name of your paper
(PUBLIC OPINION) is con-
stantly mentioned by my
correspondents. Evidently
its readers belong to the
buying class.

F. HISCOX,
Prop. Cure for Deafness, N. Y.

2

"SAMPLES."

Among the hundreds of
papers in which we ad-
vertise we know of none
which we can better rec-
ommend than PUBLIC
OPINION.

STEVENS CHAIR CO.,
Pittsburg, Pa.

*Advertising Rates: 20 cents a line,
with discounts on time or space contracts.*

**The Public Opinion Co.,
WASHINGTON AND NEW YORK.**



No Use Talking,

according to Artemas Ward's proverb, "The least said the longest remembered." The

Portland Oregonian

is an easy winner and no mistake. It has long since captured first place in the race of "Pure Gold" mediums, and is to-day known and recognized the land over as an incorruptible newspaper of extraordinary power. "One paper in a State" would be sure to name THE OREGONIAN for Oregon.

A LEADER FOR 40 YEARS,

and stronger to-day than ever; commanding and creating in its influence, with a constituency that has grown with its growth and strengthened with its strength.

Circulation Average every issue, 1890,

LOW WATER MARK:

Morning Oregonian, 17,400

Sunday Oregonian, 17,600

Weekly Oregonian, 14,998

and more largely and religiously read, in proportion to the number of copies printed, than any newspaper on the globe.

48 Tribune Building,

NEW YORK.

509 "The Rookery,"

CHICAGO.



PROVED CIRCULATION
(TRADE MARK)

APRIL 1ST, 1891.

40%

Do not forget that the rate will advance 40 per cent April 1st, 1891, in **The Saturday Blade** and **The Chicago Ledger**. You can not afford to stay out of the

most progressive papers in America.

THE SATURDAY BLADE has made the most wonderful record in the history of American journalism, and THE CHICAGO LEDGER is "getting there just the same."

300,000
COPIES WEEKLY.

The circulation has more than doubled during the last year, and our present facilities will double it again during the next year.

It is a **marvelous fact** that, although any advertiser can cancel his contract at any time, not one has done so this year.

Price per agate line: BLADE, 70c.; LEDGER, 35c.; both papers, \$1.00.

Secure an annual or a space contract at once, either through any responsible advertising agency, or from the Publisher,

40%


W. D. BOYCE,

116 & 118 DEARBORN STREET, CHICAGO, ILL.

Cost of Advertising in the

In Use for Nearly a Century.

**CONCENTRATED
CRAB ORCHARD**



WATER

**A Positive Cure for
Dyspepsia,
Sick-Headache,
Constipation.**

This concentrate is obtained by evaporating natural Crab Orchard Water. Each bottle (6 ounces) equivalent to two gallons natural water. Price 35 cents. See that "Crab-Apple" trade-mark is on the label.

**A Certain Remedy for Diseases of the
LIVER AND STOMACH**

Sold by all Druggists.

SEND FOR PAMPHLET.

Crab Orchard Water Co.
LOUISVILLE, KY.
New York Depot, P. Scherer Co., 11 Barclay St.

**Best
Newspaper
in
Every
State,
Territory,
District
or
Province
of the
U. S.
or
Canada.**

For preparing the advertisement which is printed above, and making a pattern electrotype suitable to be sent to a newspaper for use, our charge was \$7.50. Duplicate electrotypes on solid metal base we furnish at 37 cents each. For packing these electrotypes and forwarding them to the papers we make no charge; but postage is a special charge, and the cost of postage is 21 cents on each electrotype if solid. Electrotypes can be made on wood bases, and cost less for manufacture and less for postage. When sending out a large number of electrotypes it is always well to have a box made for each, at a cost of one or two cents.

We will insert such an advertisement as is prepared above one week (six days) in the best daily paper published in every

State and Territory named below for the prices named. It will be inserted one week, both daily and weekly, for the price named in the second or extreme right hand column.

STATE.	Daily Only.	Daily and Weekly.	STATE.	Daily Only.	Daily and Weekly.
ALABAMA.....	\$18 50	\$23 50	NEW JERSEY.....	\$8 60	\$10 00
ARIZONA TER.....	14 00	5 38	NEW MEXICO TER..	4 00	6 00
ARKANSAS.....	30 00	42 50	NEW YORK.....	268 80	296 80
CALIFORNIA.....	168 00	189 00	NORTH CAROLINA..	9 10	9 36
COLORADO.....	60 48	68 32	NORTH DAKOTA.....	9 54	11 92
CONNECTICUT.....	17 50	22 50	OHIO.....	67 20	109 20
DELAWARE.....	22 40	25 90	OREGON.....	* 40 00	50 10
† DIST. OF COLUMBIA.	75 80	75 80	PENNSYLVANIA.....	84 00	95 20
FLORIDA.....	28 80	38 40	RHODE ISLAND.....	42 84	42 84
GEORGIA.....	* 33 60	75 60	SOUTH CAROLINA..	21 12	28 32
IDAHO TERRITORY..	6 00	10 00	SOUTH DAKOTA.....	9 00	10 70
ILLINOIS.....	*252 00	274 40	TENNESSEE.....	26 25	36 25
† INDIANA.....	42 84	42 84	TEXAS.....	33 60	45 60
INDIAN TERRITORY.	8 00	12 00	UTAH TERRITORY..	50 40	55 86
IOWA.....	13 60	25 60	VERMONT.....	12 75	15 94
KANSAS.....	15 70	20 10	VIRGINIA.....	25 50	30 75
KENTUCKY.....	50 40	84 00	WASHINGTON.....	25 00	35 00
LOUISIANA.....	52 50	65 62	WEST VIRGINIA....	11 25	15 00
MAINE.....	6 65	14 46	WISCONSIN.....	25 00	35 50
MARYLAND.....	36 75	53 55	WYOMING TER.....	5 00	7 50
MASSACHUSETTS...	134 40	151 20	BRITISH COLUMBIA.	10 00	13 00
MICHIGAN.....	50 40	92 40	MANITOBA.....	14 40	20 40
MINNESOTA.....	42 00	54 00	NEW BRUNSWICK..	9 90	13 00
MISSISSIPPI.....	17 40	23 65	NORTHWEST TER..	3 00
MISSOURI.....	58 80	92 40	NOVA SCOTIA.....	8 00	12 00
MONTANA.....	12 01	21 00	ONTARIO.....	67 20	81 20
NEBRASKA.....	35 00	51 16	P. EDW. ISLAND....	5 60	8 60
NEVADA.....	12 50	18 75	QUEBEC.....	67 20	84 00
NEW HAMPSHIRE...	18 67	24 00			

Totals: - Daily Only, \$2,284 44 Daily and Weekly, \$2,870 86

In States marked † no weekly is issued in connection with the best daily.

The best paper in the State, marked (*), may not give the promised position, and if it declines, another paper will be substituted, or the State may be omitted.

The best paper in Connecticut and in South Carolina will not insert cuts; consequently, in these the publisher will set the advertisement in the type used in his own office, or another paper can be substituted that will insert the cut.

The prices given above are for the best paper in each State and the best position in each paper; that is, either surrounded by reading matter, or at top of column next to reading matter, or in a column with reading matter at the head, and on one or both sides.

An order may be for one State or for all.

A catalogue of the names of all the papers to be used may be found, commencing on page 171 in our 256-page pamphlet, **NEWSPAPER ADVERTISING**—price thirty cents—sent to any address on receipt of price. Address

GEO. P. ROWELL & CO.,
NEWSPAPER ADVERTISING BUREAU,
10 Spruce St., New York,

THE GREAT INK-UBATOR



FOR HATCHING OUT BUSINESS IS

The National Tribune

Of Washington, D. C. Put your advertisement in its columns and it will hatch you out a large and profitable brood of replies.

A CHINA EGG WON'T HATCH OUT A CHICKEN.

Neither will an advertisement in a second-rate medium bring results. The NATIONAL TRIBUNE is a first-class paper with a big circulation. It ought to have your advertisement.

A SPECIAL OFFER.

The regular circulation of the NATIONAL TRIBUNE, according to all the leading authorities, exceeds 150,000 copies a week. In order to increase our circulation still further we are going to issue 250,000 copies on each of the following dates:

APRIL 2, APRIL 9, APRIL 16.

To advertisers who are thinking of testing the merits of our paper, these special issues form a splendid opportunity. If your advertisement is well constructed, you cannot fail to hear from it all over the country. Our advertising rates remain unchanged:

70 CENTS AN AGATE LINE PER INSERTION.

\$1.25 A LINE FOR READING NOTICES.

The extra sample copies will be sent to select lists of names. If you will figure this out you will see that this is not an every-day opportunity. *Better give "The Tribune" a chance to show what it can do for you.*

The National Tribune,

WASHINGTON, D. C.

NEW YORK OFFICE, 66 PULITZER BUILDING.

